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1926

Brighten the Corner
Where You Are—
with Flowers



FORD GARDENS

SIDNEY E. FORD, Inc.

416 CENTRAL ST., EAST BRIDGEWATER, MASS.

FOREWORD

In presenting you our 1926 booklet it is a great pleasure to announce that we can this year furnish you bulbs at greatly reduced prices. Our increased volume of business; thanks to your continual patronage, enables us to do this.

This year we are adding twenty new varieties of Dahlias. We have taken great pains in selecting them from hundreds of new introductions and consider them the cream of the Dahlia world.

All these new varieties have been awarded prizes wherever shown and are recommended by leading Dahlia growers and critics. You will find these listed under the heading "20 New and Rare Dahlias" at prices as low if not lower than any other grower in the country.

From our experimental Gardens we have selected several new varieties of Gladiolus of exceptional merit. These new creations will be placed on the market next year. This new strain will be known as "Gladford's" to distinguish them from other new creations. You will find on page 39 of this booklet a clipping from the Boston Advertiser, describing some of these new creations. Therefore it will be a great pleasure to give our friends and customers something new in Gladiolus for 1927.

Visitors are always welcome at our Gardens at any time. Shipment on all orders will be made at planting time unless otherwise instructed.

We have made all our 1926 prices as low as possible.

SIDNEY E. FORD,
Manager.



SIDNEY E. FORD, Manager.

You Can A-FORD To Buy From FORD



ENTRANCE TO FORD GARDENS

HOW TO GROW AND STORE GLADIOLUS

Gladiolus are quite hardy, and can be planted as soon as the frost is out of the ground.

In this climate we start planting about April 1st, continuing to June 20th, this giving us a continual bloom until frost.

In preparing the soil, we find the use of well-rotted manure gives the best results. (Be sure it is well rotted). It should be plowed or spaded into the soil to a depth of at least 6 inches.

In planting in drills, furrow or dig out to about 6 inches deep. Sprinkle on one side of drill a good potato fertilizer; then rake in, mixing the fertilizer with the soil, until the drill is about 4 inches deep. The potato fertilizer is simply to give the bulbs a good start, and the manure to carry out the further development. Avoid using new manure, as it is high in ammonia, making it very harmful. New manure can be used if spaded or plowed into the ground in the fall. In case you can not get well-rotted manure, sheep dressing is very good.

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Many growers use a combination of potato fertilizer and bone meal, mixed in equal parts. Gladiolus can be grown in this way with very good results, but the flowers do not stand up as well, the petals not having as heavy a texture as when grown with manure.

The bulbs should be planted at least 4 inches deep, and from 4 to 6 inches apart, to get best results. We plant in double rows, in drills at least two feet apart. Gladiolus can be planted in beds, like tulips. In this case we advise planting a mixture of early, mid-summer, and late varieties, thus giving a continual bloom.

Gladiolus grown in a hedge, with dahlias as a background, make a beautiful showing. In doing this be sure to leave a space of at least $2\frac{1}{2}$ feet between gladiolus and dahlias, to prevent any possible shading by the dahlias.

Avoid shady places, as gladiolus grow best in the open. In case the season is dry a good watering once every ten days or two weeks is very beneficial. Soak the soil to a depth of 6 inches or more. A light watering does more harm than good, as it gives the feeders a tendency to work toward the surface, rather than downward. After a rain, or watering, the soil should be stirred to a depth of 1 to $1\frac{1}{2}$ inches, to retain the moisture.

Gladiolus should be dug as soon as the foliage begins to turn brown. After digging, cut the tops back close to the bulbs.

Then spread out, to a depth of not more than 2 or 3 inches, to dry, in a place where there is a good circulation of air.

In about two weeks they should be sufficiently dry so that the old bulb roots and the bulblets can be removed. After doing this, place in shallow boxes, not more than 3 inches deep. Store in a good cool, dry cellar, before there is any danger of freezing.

These directions for cleaning and storing should be followed, for if the roots are allowed to stay on too long, or stored in boxes which are too deep, the bulbs are liable to rot, or become diseased.

GLADIOLUS

NEW AND RARE VARIETIES

BLUE JAY

Light blue; large. White blotch with yellow center in throat. 25c *each*; \$2.50 *dozen*.

BYRON L. SMITH (Kunderd)

A light cobalt violet, the throat having yellow tinted markings. 15c *each*; \$1.50 *dozen*.

CARMEN SYLVA (Prestgard)

Pure silvery white; throat slightly penciled lilac. Straight, slender spike; extra fine variety for the florist trade. 25c *each*; \$2.50 *dozen*.

FERN KYLE (Kunderd)

A large creamy white flower, with ruffled petals. One of the new leading varieties and highly recommended by that noted grower. \$1.00 *each*.

GOLD (Hoeg)

Pure golden yellow, throat a shade deeper; almost self-color. Large flowers, well placed on the spike, and many open at one time. 50c *each*; \$5.00 *dozen*.

HAZEL DAWN (Hoeg)

In color a beautiful strawberry pink, the throat being lighter, and carmine dotted. Extra long spike, having many flowers in bloom at one time. 50c *each*; \$5.00 *dozen*.

JENNY LIND (Hoeg)

A soft apricot pink, with pale yellow throat, the two colors blending wonderfully. Especially attractive, having many flowers open at the same time. 50c *each*; \$5.00 *dozen*.

MAHOGANY

A very dark shade of mahogany. A new shade in gladiolus. 10c *each*; \$1.00 *dozen*.

MARSHAL FOCH (Kunderd)

Color, a fine salmon pink, almost self color. Giant flowers and many in blossom at once; has a strong spike, and is an especially good variety. 25c *each*; \$2.50 *dozen*.

MELBA (Brown)

A new and unusual shade of salmon, with orange tinted throat. This variety attracts attention wherever exhibited, and was winner of 1st prize at Mass. Horticultural Society. \$1.00 *each*.

MIDSUMMER DREAM

(Kunderd)

One of the best large flowering Prim. varieties. Shade a beautiful geranium-red. Flowers the size of Myra, with four or five in bloom at same time. 15c *each*; \$1.50 *dozen*.

MR. MARK (Velthuys)

Color a bluish violet, with throat in lighter shading. 15c *each*; \$1.50 *dozen*.

MRS. FREDERICK C. PETERS (Fischer)

A beautiful rose-lilac shade, the lower petal having a white-bordered crimson blotch; resembles an orchid in color. Awarded a First Class Certificate of Merit by the Massachusetts Horticultural Society. 50c *each*; \$5.00 *dozen*.

You Can A-FORD To Buy From FORD

MYRA (Kunderd)

One of the best Giant flowered Prims. Deep salmon blended with yellow; closely resembling Prince of Wales in color. Used very extensively by florists for funeral work. 10c *each*; \$1.00 *dozen*.

NEOGA (Kunderd)

Deep red in color. Very fine for decorating purposes. 15c *each*; \$1.50 *dozen*.

O. W. HALLODAY

Color, creamy white with edges of petals a rose pink, the three lower petals having markings of pure sulphur yellow. Has eight or ten blossoms out at same time. A grand flower. 25c *each*; \$2.50 *dozen*.

PURPLE GLORY (Kunderd)

One of Kunderd's Giant flowering varieties. One of the best dark shades; color a deep velvety-maroon red, blotched maroon, but much darker. Petals beautifully ruffled. 25c *each*; \$2.50 *dozen*.

QUEEN OF WHITES

A late variety of pure white. Blooms same time as Glory of Holland. 15c *each*; \$1.50 *dozen*.

RED EMPEROR (Groff)

One of the best scarlet varieties, very large flowers on long stiff spike. 15c *each*; \$1.50 *dozen*.

SYPHONE

Color, aster purple, almost self. Faint markings of dark maroon on lower petals. One of the best dark shades. 25c *each*; \$2.50 *dozen*.

TIFFANY (Brown)

Pure white and slightly ruffled, of primulinus origin. Flowers are especially well placed on a very erect spike, and has many flowers in blossom at the same time. A splendid cut flower. \$1.00 *each*.

VANITY

A beautiful shade of apple-blossom pink. Tall spike, with many flowers in bloom at same time. 50c *each*; \$5.00 *dozen*.

ZEMPA (Brown)

This is a very brilliant red in color, with a thread of gold around the edges of petals. A most unusual and very attractive variety. \$1.00 *each*.

PRIMULINUS HYBRIDS

These hybrids, gained by crossing the species Primulinus with the larger varieties of the Gandavensis type, have retained all the daintiness and graceful form of their Primulinus parent, even to the "hood" formed by the drooping of the upper petal, and have an added beauty

of exquisite coloring, from the softest primrose to a beautiful rose. 5c each; 50c dozen; \$3.50 hundred.



VIEW OF OUR EXPERIMENTAL GARDEN

CHOICE GLADIOLUS

This collection contains 22 of the most recent creations of leading Gladiolus growers.

**We will ship this collection, 22 varieties,
value \$4.39 for \$3.75**

ALBANIA

One of the late creations—a most pleasing white variety. The flowers are large—and slightly ruffled—one of the best new white. 20 each; \$2.00 dozen.

ALBERTA

One of our new creations. One of the finest lavender rose shades in existence. No col-

lection is complete without this variety. Named in honor of Mrs. Alberta Morse, Middleboro, Mass. 15 each; \$1.50 dozen.

DIANA

(New). Wonderful shade of deep rich mellow blood red. This variety has every good quality that goes toward the making of a high grade Gladio-

You Can A-FORD To Buy From FORD

lus. Those who know this variety best, unhesitatingly pronounce it the finest red *Gladiolus* ever originated. It is rapidly becoming the favorite red variety. 25c each; \$2.50 dozen.

DIENER'S AMERICAN

BEAUTY

Brilliant American Beauty color with creamy-yellow throat. 50 each; \$5.00 dozen.

EVELYN KIRTLAND

The flowers are a beautiful shade of rosy-pink, darker at the edges, fading to shell-pink at the center, with brilliant scarlet blotches on lower petals. Entire flower showing a glistening, sparkling luster. 15c each; \$1.50 dozen.

E. J. SHAYLOR

A beautiful pure deep rose pink; large blossoms. A leader in the rose-pink class. 10c each; \$1.00 dozen.

EUROPA

Snowy white, without any color mark whatever. Large flowers, compactly placed, and many open. One of the finest whites in existence. Especially valuable for florist's work. Stock too scarce to become common very soon. 20c each; \$2.00 dozen.

GOLDEN MEASURE

This is in my opinion the best yellow variety ever introduced. The flower is large, of a deep pure yellow, and is produced on stalks that often reach a height of 4½ feet and over. A grand variety of unusual merit. 35c each; \$3.50 dozen.

IDA VAN

A beautiful deep salmon-red,

or flaming orange pink. 15c each; \$1.50 dozen.

LE MARSHALL FOCH

The largest light pink *gladiolus*, sometimes reaching seven inches in the eastern states. 7c each; 75c dozen.

LOUISE

Clear pure lavender of a bluish tinge; has no magenta or purple in it, and this makes it the finest lavender yet produced, nearly the same shade as *Iris Pallida Dalmatica*, which is enough said. 25c each; \$2.50 dozen.

MAINE

One of the most beautiful white *Gladiolus* in existence, flowers well placed on tall straight stem. The buds are of a very light yellow color, turning into pure white when in full bloom. 25c each; \$2.50 dozen.

MARY PICKFORD

Color a delicate creamy-white, throat soft yellow. 15c each; \$1.50 dozen.

MISS AGNES LINNEHAN

One of our latest creations. A most wonderful cerise pink shade—very showy. Everyone entering our gardens admires this variety. Named expressly for and with permission of Miss M. Agnes Linnehan of the West Elm Flower Shop, Brockton. 25c each; \$2.50 dozen.

MISS HELEN FRANKLIN

Recognized as the leading white; florists' variety; an early forcer; blooms from small bulbs outside. 7c each; 75c dozen.

MRS. DR. NORTON

Color white, the edges suffused with soft La France pink. The three lower petals have a blotch of sulphur yellow, stained at the base with fine specks of tyrian-pink. 10c each; \$1.00 dozen.

NORA

Light violet blue, deeper blue on lower petals. Dainty and charming. 20c each; \$2.00 dozen.

PEACH

New—A late variety cream-white with a peach colored throat. Very attractive. 10c each; \$1.00 dozen.

PRIDE OF GOSHEN

Ruffled—Pale flesh, tinted very delicate Rose Eglantine with a golden sheen; throat washed faintly with yellowish-buff. Lower petals broad stripe of cochineal-carmine, and a few delicate pencilings of the same color. 15c each; \$1.50 dozen.

ROSE ASH

New—This variety is also known by the name of Ashes of Roses. A new color in Gladiolus. This variety attracts the immediate attention of all who see it. It is a very tall grower and the long spike well filled with large pastel blooms is a marvel of great beauty. 25c each; \$2.50 dozen.

SWEETHEART

This is an exceptionally beautiful variety. The color is a light cream, with golden yellow shading on lower petals, overlaid with faint rose feathering well down in the throat. Although it is a primulinus hybrid it is large and has several flowers open at a time. 25c each; \$2.50 dozen.

THOMAS T. KENT

Rose-pink with ruby running through the center of each petal. 25c each; \$2.50 dozen.

FIRST PRIZE COLLECTION GLADIOLUS

| | | |
|---|-----------------------------------|--------|
| 3 | Gold | \$1.50 |
| 3 | Hazel Dawn | 1.50 |
| 3 | Mr. Frederick C. Peters | 1.50 |
| 3 | Mrs. Dr. Norton | .30 |
| 3 | Everland Kirtland | .45 |
| 3 | Mary Pickford | .45 |
| 3 | Peach | .30 |
| 3 | Snowdrift | 1.50 |
| 3 | Jennie Lind | 1.50 |
| 3 | Rose Ash | .75 |
| 3 | Pride Goshen | .45 |
| 3 | Neoga | .45 |

\$10.65

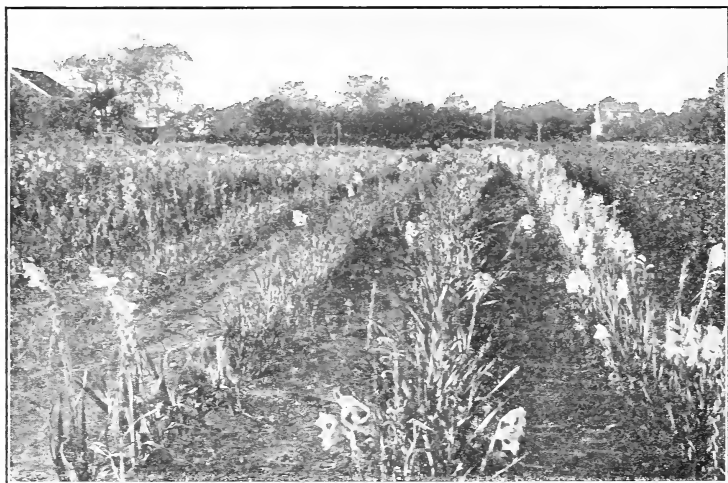
This collection sent postpaid for \$5.00. One each for \$2.00.

You Can A-FORD TO Buy From FORD

STANDARD GLADIOLUS

We list below 26 of the most widely grown and best flowering varieties:

We will ship this collection, 26 varieties, \$1.95 value,
for \$1.60



A SECTION OF OUR CUTTING FIELD FROM WHICH WE
SUPPLY ALL OF BROCKTON'S LEADING FLORISTS

AMERICA

Too much cannot be said of this beautiful dainty pink, tinted lavender. 5c each; 50c dozen; \$3.50 hundred.

AZURE

Lavender with a very dark red throat. Very odd and attractive. Something delightfully different. 7c each; 75c dozen.

BARON HULOT

Large flowers, well arranged on long spikes. Color is a deep indigo blue, slightly marked white at the base of the throat. 10c each; \$1.00 dozen.

CRACKER JACK

Dark red, of a rich velvety texture; blotch of maroon on a

You Can A-FORD TO Buy From FORD

yellow ground. 5c *each*; 50c *dozen*.

CRYSTAL WHITE

Extra early—pure white with red purple throat. About a week later than Halley. 5c *each*; 50c *dozen*.

GLORY OF HOLLAND

Strong growing white. 7c *each*; 75c *dozen*.

GRETCHAN ZANG

A most beautiful soft melting shade of pink, blending into deep salmon on the lower petals. Approaches the brilliant coloring of the Beaute Poitevine Geranium. 7c *each*; 75c *dozen*.

HALLEY

A delicate salmon-pink. 5c *each*; 50c *dozen*.

HERADA

Pure mauve, glistening and clear. A new color in Gladiolus. Immense. 10c *each*; \$1.00 *dozen*.

LILLY WHITE

One of the latest sensations in Gladiolus. An attractive pure white and of extra size. Awarded First Prize, New York Horticultural Society 1918 and First Class Certificate of Merit, Massachusetts Horticultural Society, 1917. 10c *each*; \$1.00 *dozen*.

L'IMMACULEE

Undoubtedly the best commercial white Glad. in existence. 10c *each*; \$1.00 *dozen*.

MEADOW VALE

White with lilac throat, a very

pretty white flowering Gladiolus. 6c *each*; 60c *dozen*.

MRS. FRANCES KING

A most delightful "Besnard shade" of flame-pink. 5c *each*; 50c *dozen*.

MRS. FRANK PENDLETON

The petals show beautiful bright rose-pink on a pure white ground, contrasting in a most striking way with the deep rich velvety blood-red blotch on the lower petals. 10c *each*; \$1.00 *dozen*.

MRS. WATT

Glowing American Beauty shade of wine-red; self-color. 10c *each*; \$1.00 *dozen*.

NIAGARA

A light Crocus or Primrose yellow faintly touched with lilac-rose lines; faintly suffused lilac-rose by reflection from outer walls of petals. 7c *each*; 75c *dozen*.

PANAMA

A perfect Hermosa-pink in color with wide open wax-like flowers; one of the best of the clear pinks. 5c *each*; 50c *dozen*.

PEACE

Giant white flowers with lilac feathering in throat of two of the petals. 7c *each*; 75c *dozen*.

PRINCE OF WALES

Golden salmon melting to throat of primrose-yellow, a color tone that either in sunlight or under electricity, is extremely beautiful. 10c *each*; \$1.00 *dozen*.

PRINCEPINE

Scarlet red with snow white blotch, one of the best for decorations. Very conspicuous. 5c each; 50c dozen.

SCHWABEN

A clear citron-yellow with Aster purple tongue on lower petals. Buds sulphur-yellow. 7c each; 75c dozen.

SUMMER

Lavender, pink, very choice. Very attractive—fine for decorations and sprays. 10c each; \$1.00 dozen.

THE PEARL

One of the most sought for by florists on account of its delicate shade of pink. 5c each; 50c dozen; \$7.00 hundred.

WAR

Deep blood-red, shaded crimson-black; very tall and conspicuous. 10c each; \$1.00 dozen.

WILBRINCK

A light pink sport from Halley. Very early, long spike. 7c each; 75c dozen; \$8.00 hundred.

YELLOW HAMMER

Pure yellow. 10c each; \$1.00 dozen.

GLADIOLUS SEED

Collected from our trial gardens. Containing all our new varieties and seedlings. 25c large package.

MIXED GLADIOLUS

50c per dozen; \$3.50 per hundred

Our mixture contains a well-balanced assortment of early, mid-summer, and late varieties. If you have only a limited space, we advise growing a mixture, as this insures a continual bloom of this grand flower, from early summer till frost. In colors, this mixture includes every magnificent and gorgeous combination conceivable.

FORD'S \$1.00 COLLECTION GLADIOLUS

50 Blooming Size Bulbs, containing a well balanced assortment of early midsummer and late varieties.

A Garden Full of Gladiolus for only \$1.00

FORD'S NOVELTY GLADS

20 Bulbs — All Different — \$2.00 value for \$1.00

FORD'S RAINBOW MIXTURE

30 Bulbs for \$1.00

A well-balanced Glad assortment, containing the latest and most unusual shades of coloring.

You Can A-FORD TO Buy From FORD

HOW TO GROW AND STORE DAHLIAS

Unlike the gladiolus, the dahlia does not require too rich a soil. We find a good potato fertilizer the best. Heavy fertilization causes plants to run to foliage rather than bloom.

Tubers should be planted at least 4 to 6 inches deep, and 2 feet or more apart. Mix well in the soil of the hill a small hand-full of fertilizer; then place the tuber flat down. Do not stand tuber on end.

If season is dry, a good watering once every week or ten days is very beneficial. Soak the soil to a depth of at least 6 inches. A light sprinkling of water is more harmful than beneficial, for it gives the feeders a tendency to work toward the surface, rather than down. After rain, or watering, the soil should be stirred to a depth of from 1 to 1½ inches to retain the moisture. It is a good plan to hill the plants, same as potatoes.

In planting dahlias, select a sunny location, for they do not thrive in the shade.

In the fall, the tubers should be dug and stored in a cool, dry cellar, having an even temperature of 40 to 45 degrees.

As soon as dug in the field, cut the stalks about 2 or 4 inches from the crown. Pack in boxes or bins, with the crown down, to prevent the moisture in the stalk from working down into the tubers, as this will cause rot.

Care should be taken to keep the tubers from too much air circulation or heat, as this is liable to cause them to dry and shrivel. For small lots we find it the best plan to pack tubers in dry sand.

In the spring, divide the clumps in such a manner that each division includes a part of the crown having at least one eye. These eyes, or sprouts as they are sometimes called, will begin to show up in the spring, thus making dividing easy.

20 NEW AND RARE DAHLIAS

We list below 20 of the World's Best Dahlias. (These 20 varieties, \$29.75 value) sent postpaid for \$25.00

AMUN RA

Decorative. This is a beautiful rich yet pleasing autumn tint shading from orange to golden amber. A lovely substantial flower of large size carried on long, heavy stems. \$1.50 *each*.

BONNIE BRAE

Decorative. Cream shaded to blush-pink. The flowers are of a true decorative form of immense size. \$1.00 *each*.

GLADYS SHERWOOD

Cactus. This is another outstanding Dahlia with pure white flowers belonging to the Hybrid Cactus type. Of fine form, free booming, and strong growing. Because of its pure white color it is much in demand for all kinds of decorations. Its free blooming habit and strong growth make it fine for garden display. \$1.00 *each*.

GLORY OF NEW HAVEN

Decorative. A seedling from "Mildred Slocombe," this being large and more beautiful in color. A beautiful shade of pinkish-mauve. The nearest to lavender to my knowledge in desirable Decorative Dahlias. Plants are tall robust growers and produce large flowers. Indispensable for exhibition purposes. \$1.00 *each*.

JERSEY'S BEAUTY

Decorative. This is considered the finest pink Dahlia ever introduced. The color is a lovely rose-pink. The blooms are large, well rounded, and of artistic proportions. Jerseys Beauty has created a sensation. Wherever exhibited it has received the highest honors. The firm and massive blooms are borne profusely on strong, heavy stems. \$2.50 *each*.

KITTY DUNLAP

Decorative. This is a shade which is a great favorite, being the color of the American Beauty Rose. The large flowers are well shaped and substantial. They are carried on long, strong stems. \$2.00 *each*.

MARIPOSA

Cactus. A well-formed flower of a delightful shade of pink shading deeper toward the center. Grows sturdily and blooms freely. Excellent for the garden and exhibition. \$2.00 *each*.

JUDGE MAREAN

A beautiful blending of red, yellow, orange, salmon-pink and gold. The flowers are very large and are borne on strong, stiff stems. \$1.50 *each*.

You Can A-FORD TO Buy From FORD

MRS. I. DE VER WARNER

Decorative. One of the best of Decorative Dahlias. In color, a deep mauve pink. Stems long and stiff, making it an excellent variety for cutting. \$1.50 *each*.

MRS. E. L. LINDSAY

Decorative. The attractive flowers are of remarkable size. The color is a gorgeous combination of bright scarlet and gold. Large, well formed, borne profusely on heavy, sturdy plants. \$1.50 *each*.

MR. CROWLEY

Decorative. Sparkling salmon-pink flowers shaded with bright yellow. A most beautiful variety with large flowers carried on long stems. \$2.00 *each*.

PAUL MICHAEL

Decorative. Apricot with bronze shadings. Flowers are very large, and stems stiff and long. \$2.00 *each*.

ROSA NELL

Decorative. A clear bright rose of elegant form and large size. It is a great favorite for cutting because the mammoth blooms are long stemmed. 75c *each*.

THE BASHFUL GIANT

Decorative. Truly a Giant variety with mammoth size blooms which gracefully hang their heads. The color is apricot shaded yellow. \$1.50 *each*.

THE GRIZZLY

Cactus. A prize winning California Dahlia. A dark maroon-red with stems three feet

long. The flowers are large with reflexed petals and stand well above the foliage, making a fine effect in the garden. \$1.00 *each*.

TRYPHINNIE

Decorative. A lovely shade of bright shell-pink with lighter tips. An artistic flower, borne profusely on long, substantial stems. \$2.00 *each*.

U. S. A.

Cactus. An early and continuous bloomer of a glowing deep orange shade. The flowers are of splendid form, enormous size, and borne on substantial stems. \$1.50 *each*.

WIZARD OF OZ

Decorative. The combination of amber, pink, and salmon represents a lovely autumn tint. This is a flower which embodies size, good form, length of stem, and free-blooming habit. Wizard of Oz has for years ranked as one of the most desirable Dahlias for both exhibition and garden use. \$2.50 *each*.

WORLD'S BEST WHITE

Decorative. A giant white, the best of its color for exhibition purposes. \$2.00 *each*.

WM. H. SLOCOMBE

Decorative. The largest and best pale yellow Decorative to my knowledge. A clear sulphur yellow passing to maritime yellow at tips. Flowers of gigantic size, from six to eight inches in diameter under ordinary conditions. \$1.00 *each*.

DAHLIAS

During recent years the Dahlia has rapidly grown in favor with its many new and improved forms and shades.

For hedges and in groups they cannot be beat. They also make a fine background for other plants.

NEW AND SUPERB DECORATIVE DAHLIAS

This collection of 21 varieties, value \$15.50, for \$12.50

ARCTIC

A new pure white decorative type—immense size—commonly eight or ten inches in diameter—without disbudding or special care. 50c *each*; \$5.00 *dozen*.

BREAK O'DAY

A new giant flowered dahlia that should be in every collection. Its immense size is relieved by a beautiful formation and its soft color, a delicate clear sulphur yellow, tinting to sulphur white at the tips. The petals are of great substance, illuminated by a satiny sheen, giving the flowers a satiny appearance. A strong vigorous grower and free bloomer with long erect stems. An acquisition. 50c *each*; \$5.00 *dozen*.

DARLENE

One of J. K. Alexander's latest creations and highly recommended by that noted grower. In color it is an exquisite shade of shell pink with a dainty blending of white at the center. Unquestionably one of the best peony flowering varieties to date. 25c *each*; \$2.50 *dozen*.

INSULINDE

A deep saffron-yellow, shading to russet-orange. One of

the best of Holland introductions. The petals are twisted and curled, the flowers exceptionally large, and the stems very long. \$1.00 *each*; \$10.00 *dozen*.

ISABEL STREET

A grand new variety, that has attracted the greatest attention of visitors at our farms and whenever exhibited. The flowers are large, extremely full to the center, while the outer petals reflex to the stem. Color at base bright yellow, shading to bright rose red, with white tips; reflex pale pink. The flowers are of heavy texture and borne facing on long cane stiff stems. The plant is strong, vigorous, of upright branching habit, 5 to 6 feet high, producing the big, long stem bloomers freely and continuously. A wonderful exhibition and commercial variety that should be in every collection. An acquisition to every garden. \$1.00 *each*; \$10.00 *dozen*.

JANE SELBY

A new California dahlia, on very long stems of a pleasing mauve pink; very large bloom of great depth. \$1.00 *each*.

You Can A-FORD TO Buy From FORD

L. KRAMER PEACOCK

The ideal white decorative for garden and cutting. The flowers are large, of perfect form, pure white and of great substance, keeping a long time after being cut. The plant is a strong vigorous grower of dwarf branching habit, a quick free grower and profuse bloomer. 50c *each*; \$5.00 *dozen*.

MILLIONAIRE (Stillman)

Delicate lavender pink, shading to white. Very large flowers. 75c *each*; \$7.50 *dozen*.

MINA BURGLE

One of the best, rich cardinal red, of fine form and produced freely on long stiff stems. Plant is a strong, vigorous, upright grower and profuse bloomer. 50c *each*; \$5.00 *dozen*.

MRS. CARL SALBACH

(Salbach)

Beautiful mauve pink, shading to white at center. Flowers are large and fine for exhibition. \$1.00 *each*; \$10.00 *dozen*.

MRS. C. B. GITHENS

A distinctly light and airily formed flower that coupled with its chaste coloring appeals. Color, rose pink, tipped white, petals long, pointed, reflexed and slightly whorled, giving it a most artistically distinct formation and effect. Plant is a sturdy grower of branching habit, with flowers held erect on cane stiff stems. An acquisition as a cut flower and for the garden. \$1.00 *each*; \$10.00 *dozen*.

MRS. F. F. SCHOCK

Large, regular, perfect form; inner petals cupped, outer flat and reflexed in most approved manner. Color picric yellow at base of petals, blending to almost pomegranite purple at the tips. The plant is strong, vigorous and an early, free and continuous bloomer on long stiff stems. 50c *each*; \$5.00 *dozen*.

MRS. GEORGE STUMPP

(Alexander). A very large flower of an exquisite blending of amber and buff. Stems very long and as stiff as cane. One of the favorite autumn shades. 75c *each*; \$7.50 *dozen*.

MRS. J. HARRISON DICK

One of the most valuable new varieties of recent production. Color, citron yellow at center, outer petals suffused and overlaid salmon pink; a lovely and effective combination, especially under artificial light. The plant is a wonderful grower, of medium height and branching habit, producing perfect flowers in greatest profusion on long, stiff stems. The flowers are medium to large, 5 to 7 inches in diameter and are held facing on the cane stiff stems. Valuable for exhibition, cutting and the garden. 50c *each*; \$5.00 *dozen*.

MRS. WM. J. ROWE

(Slocombe). A gigantic flower of perfect formation, one of the favorite autumn blendings now so popular. Lemon-yellow, blending to apricot yellow, with occasional shadings of salmon on the outer petals. An exceptionally fine variety for

garden or exhibition purposes.
75c each; \$7.50 dozen.

NOIR ALVAREZ

(Nonin). An exceptionally fine variety of large size, which is always a continuous and abundant bloomer. In color, it is a very rich deep velvety ox-blood red, the best of its color to date. The plants grow tall, making a vigorous growth and producing their flowers well above the foliage. Highly recommended for cut flower, garden or exhibition purposes. 50c each; \$5.00 dozen.

PATRICK O'MARA

This sensational new decorative variety was awarded a Gold Medal by the American Dahlia Society as the best Autumn shade variety in existence. The color is an unusually soft and pleasing shade of orange-buff, slightly tinged with Neyron rose. It is very large, 7 to 9 inches in diameter and borne on long, strong, erect stems. \$1.00 each; \$10.00 dozen.

PAUL MICHAEL

Apricot with bronze shadings. Flowers are very large, and stems stiff and long. \$1.00 each; \$10.00 dozen.

PRIDE OF CALIFORNIA

(Lohrmann). The finest of the dark crimson Decorative Dahlias for all purposes. An exceptionally large flower making it the best possible for exhibition. It produces its gigantic flowers on long stiff stems and very abundantly, making it an ideal garden and cut-flower variety. In warm climates it does very well, and can always be depended upon. The plant is a tall vigorous grower, and produces its flowers on stems as stiff as cane. \$1.00 each.

ROSE GEM

One of the most attractive delicate pink decorative Dahlias in existence. 50c each; \$5.00 dozen.

SARAH HARLEY

Decorative. A superb, new variety that has made a place for itself in the cut flower market. Color rose-pink tipped white. Flowers large and held erect on long cane stiff stems. \$1.00 each; \$10.00 dozen.

FORD'S BARGAIN COLLECTION

Nine regular \$2.95 value for only \$1.50

| | |
|--|--------|
| Frank A. Walker. Decorative. Lavender pink . . . | \$.35 |
| Maud Adams. Show. White overlaid pink . . . | .35 |
| Storm King. Pure white . . . | .25 |
| Libelle. Cactus. Rose purple . . . | .25 |
| Wilhelm Miller. Decorative. Bright purple . . . | .25 |
| Vivian. Show. Variegated . . . | .25 |
| Kalif. Cactus. Pure scarlet . . . | .75 |
| Stradella. Show. Pure crimson . . . | .25 |
| Yellow Duke. Decorative. Pure yellow . . . | .25 |

Every bulb labelled.

\$2.95

You Can A-FORD To Buy From FORD

SELECT DECORATIVE DAHLIAS

This collection of 19 varieties value \$8.15 for \$6.50

Selected from the best standard varieties. All are good bloomers and will give the greatest satisfaction.



AN ATTRACTIVE CORNER OF OUR GARDENS —
GROVE IN BACKGROUND

BRADFORD

(Murphy). A giant scarlet-red Decorative that is very desirable for exhibition purposes. Good bloomer and good stems. \$1.00 each; \$10.00 dozen.

DELICE

(Charmet). The brightest pink Decorative Dahlia in existence, and one of the very best florist's dahlias. Its flowers are of good size and produced on very long stems well above the foliage. In color, a

charming bright rose-pink, suffused with lavender-pink. 50c each; \$5.00 dozen.

FIREBURST

(Johnson). A giant orange-red, which blooms very abundantly. Deep well built flowers that are exceptionally good for exhibition purposes. \$1.00 each; \$10.00 dozen.

FRANK A. WALKER

One of the best cut flower varieties. A charming shade of lavender pink. 35c each; \$3.50 dozen.

You Can A-FORD To Buy From FORD

GOLDEN WEST

Very large pure yellow. A fine cut flower with long stems. 50c *each*; \$5.00 *dozen*.

HORTULANUS WITTE

Very large, pure white, with good stems. One of the best. 35c *each*; \$3.50 *dozen*.

JACK ROSE

The best crimson for garden or cutting; that brilliant crimson red that made the "Jack" rose popular and suggested the name. 25c *each*; \$2.50 *dozen*.

LYNDHURST

Brightest vermillion; the best bright red for cutting. An early, free and continuous bloomer on long, straight stems. 25c *each*; \$2.50 *dozen*.

LE GRAND MANITOU

(Charmet). White artistically striped, splashed and blotched a rich violet purple. The plants occasionally produce solid purple colored flowers, which are very fine. A very broad massive flower of great depth, making it desirable for exhibition or garden purposes. 50c *each*; \$5.00 *dozen*.

MINNIE McCULLOUGH

One of the most indispensable decorative varieties. It is entirely distinct, in a class by itself, on account of the combination of Autumn shades—the gold and red of Autumn leaves. The flowers must be seen to be fully appreciated. Especially effective under artificial light. Selected stock. 25c *each*; \$2.50 *dozen*.

MADY SAVIGNON

(Stredwick). A large deep golden yellow. Flowers produced continuously, well above the foliage. Very fine. 50c *each*; \$5.00 *dozen*.

MADONNA

Without doubt this is the best all-round variety for home garden or cut flowers. In color beautiful white, very slightly tinted with a most delicate shade of lavender pink. 50c *each*; \$5.00 *dozen*.

PRINCESS JULIANA

Pure white flowers of special merit, one of the best whites for exhibition or as a cut flower. 35c *each*; \$3.50 *dozen*.

PURPLE MANITOU

(Charmet). Identical in shape and size to "Le Grand Manitou." In color, a beautiful rich deep purple. Large flowers, on long stiff stems. Plants are dwarf growers. By far the best reasonably priced purple Decorative. 50c *each*; \$5.00 *dozen*.

QUEEN MARY

The flowers are a beautiful rosy pink with broad petals of splendid texture. Keeps well after being cut. 35c *each*; \$3.50 *dozen*.

SYLVIA

Deep pink, tinting to light at the center. Petals are of great substance, illuminated by a satiny sheen, giving the flowers a waxy appearance. A strong vigorous grower and free bloomers with long, erect stems. An acquisition. 25c *each*; \$2.50 *dozen*.

You Can A-FORD To Buy From FORD

**SOUVENIR DE GUSTAVE
DOZON**

The largest dahlia in existence, the color is orange red; flower is full to the center; they are often ten inches in diameter; they have very long stems. 25c each; \$2.50 dozen.

YELLOW DUKE

A well-formed flower, primrose yellow in color. 25c each; \$2.50 dozen.

WILHELM MILLER

Very brilliant purple. This is a fine variety of the Decorative type. 25c each; \$2.50 dozen.

FORD'S \$1.00 COMBINATION OFFER

Six large double Dahlias. Six shades, Red, White, Pink, Purple, Yellow and Variegated

12 Gladiolus. All different shades

A \$2.00 value for \$1.00



THE DRIVE THROUGH OUR GARDENS

Gladiolus and Dahlias — Picnic Grove in Background — Visitors
Always Welcome

You Can A-FORD To Buy From FORD

FORD'S \$1.25 COLLECTION

Double Dahlias. Ten varieties. Ten shades

All labeled. At one-half regular price

A \$2.50 value for \$1.25

FORD'S FIRST PRIZE COLLECTION

6 New and Rare Dahlias—A regular \$7.00 value for \$5.00

| | |
|---------------------------------|--------|
| Jude Marean | \$1.50 |
| Mrs. I. De Ver Warner | 1.50 |
| Rosalia Styles | 1.00 |
| William Slocomb | 1.00 |
| Claire Kulp | 1.00 |
| Priscilla | 1.00 |

All labeled \$7.00

NEW AND RARE CACTUS DAHLIAS

This collection of 16 varieties, value \$13.10, for \$10.00

BETTY AUSTIN

A lovely variety that is in a class by itself. Color yellow at base of petal, blending to rosy carmine and rose, yellow at tips; reflex rose. A combination at once pleasing and effective. The flowers are of good size and splendid form, borne erect to facing on long stiff, slender stems, well above the foliage. An early, free and continuous bloomer. The plant is dwarf, 3 to 4 ft. high, of branching habit. A wonderful commercial cut flower and an ideal garden plant. It is entirely distinct and will find its way into every collection. \$1.00 each; \$10.00 dozen.

BIANCA

New, of large size and fine form. A vigorous grower; color beautiful rose lilac with flowers on strong erect stems; *white shadings*. 75c each; \$7.50 dozen.

CLAIRE KULP

19-71. Hybrid Cactus. A cross of Kalif and Mrs. C. H. Breck. An entirely distinct acquisition having the size of Kalif on a rigid, upright, but slender stem. Color rich cardinal red shaded garnet, yellow at base and at tip of petals. Plant is strong, vigorous, 5 to 6 feet high and a free and continuous bloomer. The first flowers

You Can A-FORD To Buy From FORD

are solid red, midseason like above and late, for it blooms until frost, show more yellow at base and tip of petal. \$1.00 *each*; \$10.00 *dozen*.

FRANCES WHITE

A splendid new white cactus of exceptional form, with long, narrow incurved and twisted petals. Large size, 5 to 7 inches across, borne on long graceful stems. Color, pure white, shading to sulphur at center. An early and extremely profuse bloomer. One of the best for garden and exhibition. 35c *each*; \$3.50 *dozen*.

F. W. FELLOWS

Flowers of immense size. Composed of numerous long, narrow, incurved petals of a lively orange scarlet. This is one of the largest and finest Autumn shade varieties. Should be in every collection. 50c *each*; \$5.00 *dozen*.

GEORGE WALTER

One of the largest dahlias ever introduced. Very free flowering. A pleasing shade of salmon pink shading to yellow at base. 75c *each*; \$7.50 *dozen*.

GOLDEN WEST

An American cactus of great merit because of its size, coloring, stem and keeping qualities when cut; the color is uncommon, a striking shade of old gold. 50c *each*; \$5.00 *dozen*.

KALIF

This is a giant flowering variety. A truly majestic flower, frequently 8 or 9 inches in diameter of perfect cactus form. The color is pure scarlet. 75c *each*; \$7.50 *dozen*.

MARY DORR

Cactus, deep amaranth pink, with white tips and center. The flowers are large, with long narrow, pointed, incurved petals. Splendid bloomer on fine stems. Exhibition, cut flower and garden variety. This is a great improvement on Marg. Bouchon, which variety it will supersede. \$1.00 *each*; \$10.00 *dozen*.

MRS. LEO NIESSEN

One of the very best commercial cut flowers. Color, yellow at base, suffused and heavily tipped a rich bronzy red. It is one of our very best cut-flower sellers and a wonderful garden plant. As we have a fine stock we can offer them at \$1.00 *each*; \$10.00 *dozen*.

MRS. S. L. AUSTIN

A ground hybrid cactus, of largest size, long stiff stems and purest white color. A cross of Perle de Lyon and L. Kramer Peacock that will become the standard of its class. Plant strong, vigorous and a profuse bloomer. \$1.00 *each*; \$10.00 *dozen*.

MRS. WARNAAR

One of the best of the Holland productions. Of mammoth size, fine form and substance. Color, creamy white and apple blossom suffusion. An acquisition. \$1.00 *each*; \$10.00 *dozen*.

OLIVE NYCE

A splendid new cactus of large size and splendid form with long pointed, slightly incurved petals. Color yellow at center, shading to golden salmon, with a pink suffusion. The

plant is a strong vigorous grower, with long stiff stem. Exhibition, cut flower and garden variety. \$1.00 *each*; \$10.00 *dozen*.

RUBE GIRL

A remarkable bronzy or "autumn shade" variety that has forged to the front as a garden plant, and is especially valuable as a commercial cut flower. Color soft yellow, suffused, overlaid and tipped coral red, giving the flower a bronzy effect, that lights up wonderfully under artificial light. The plant is semi-dwarf (4 feet), of branching habit, and an early and extremely free bloomer, producing the always

perfect flowers facing on long, slender stiff stems. 50c *each*; \$5.00 *dozen*.

SOPHY MOREY

Cactus. Beautiful and effective. Color white, lightly overlaid phlox purple; outer petals lighter. Flowers large, splendid form, with long, pointed incurved petals and held erect on stiff stems. Plant, strong, branching and an early and continuous bloomer. \$1.00 *each*; \$10.00 *dozen*.

TOM LUNDY

(Hybrid). An immense flower of deep crimson. Late in the season it assumes the peony form. \$1.00 *each*; \$10.00 *dozen*.

CHOICE CACTUS DAHLIAS

This collection of 15 varieties, value \$5.45, for \$4.00

ADVANCE

Bright fiery scarlet, slight blinding of yellow at base of petals. A large flower. The largest and best at this price on the market. 50c *each*; \$2.50 *dozen*.

ATTRACTION

One of the best dahlias is the Attraction hybrid cactus. It is large and beautiful. The color is like that of rose, and the blossoms are on long stems, fine for cutting. 75c *each*; \$7.50 *dozen*.

COUNTESS OF LONSDALE

A delightful blending of salmon pink and amber. Difficult to describe, but peculiarly attractive. For quantity of bloom it is in a class by itself. 35c *each*; \$3.50 *dozen*.

EFFECTIVE

Primrose, shade amber; small size on long slender, stiff stems. Very profuse bloomer. 25c *each*; \$2.50 *dozen*.

J. H. JACKSON

One of the most satisfactory all-round cactus variety grown. Color almost black, shading to velvety maroon. Gigantic in size. 35c *each*; \$3.50 *dozen*.

LAWINE

A magnificent flower on long stems. A large white, lightly suffused pink. A strong, vigorous grower, early and profuse bloomer. One of the best for commercial cut flowers and for the garden. 25c *each*; \$2.50 *dozen*.

You Can A-FORD To Buy From FORD

LIBELLE

Another grand variety of medium size, a profuse bloomer. Color a beautiful aster purple; very effective. 25c *each*; \$2.50 *dozen*.

MARJORIE CASTLETON

Incurved narrow petals of a pleasing shade of rose-pink with tips and centre of a creamy white. 25c *each*; \$2.50 *dozen*.

MME. HENRI CAYEUX

A fine exhibition variety, large size flowers with long, narrow florets, forming a bloom of magnificent form. Color a rich pink daintily tipped with white. 50c *each*; \$5.00 *dozen*.

MRS. C. H. BRECK

This fine and beautiful flower is a soft yellow, suffused with carmine in color. 50c *each*; \$5.00 *dozen*.

PIERROT

This is a unique and striking novelty of a very large size. The color is a deep amber tip-

ped with pure white. 50c *each*; \$5.00 *dozen*.

QUEEN OF HEARTS

A beautiful pure white with yellow at base of petals, making it a most lovely and effective flower. 25c *each*; \$2.50 *dozen*.

RENE CAYEUX

This is an exceptionally free-flowering variety. The flower is of good size and is a beautiful ruby-crimson. They are held on long stems. Excellent for cut flowers for bouquet of solid color. 25c *each*; \$2.50 *dozen*.

SUCCESS

One of the best for garden or exhibition. Clear yellow with long pointed petals; an early, free and continuous bloomer on long stems. 25c *each*; \$2.50 *dozen*.

W. B. CHILDS

Beautiful purple maroon in color, a very reliable variety. 25c *each*; \$2.50 *dozen*.

SUPERB SHOW DAHLIAS**A. D. LIVONI**

Color a clear, cerise pink. The flowers are very well formed, and are borne on long stems. 25c *each*; \$2.50 *dozen*.

MAUDE ADAMS

One of the most reliable show dahlias grown. Its color is pure snowy white, very effectively overlaid clear delicate pink. Everyone that enters our garden admires this variety. 35c *each*; \$3.50 *dozen*.

MISS HELEN HOLLIS

(Alexander). Gigantic Scarlet Show Dahlia. A sensational wonder and undoubtedly the largest and best deep scarlet Show Dahlia in existence. Blossoms are on long, stiff stems, well above the foliage. Plant extremely sturdy and produces very luxuriant foliage. This acquisition can be highly recommended. 50c *each*; \$5.00 *dozen*.

ROSE

The most beautiful shade of rose of any dahlia in existence. Flowers carried erect on extra long stems. 50c each; \$5.00 dozen.

STORM KING

Considered by growers as the most reliable pure white show dahlia to date. 25c each; \$2.50 dozen.

STRADELLA

Beautiful deep purple-crimson. Exceptionally free flowering. Stems long and wiry. One of the finest to date. 25c each; \$2.50 dozen.

VIVIAN

A great favorite which re-

ceived the admiration of every one who saw its wonderful flowers, the color being white, effectively edged rose-violet. An extremely wonderful blending of color possessed only by the rare novelty. 25c each; \$2.50 dozen.

W. W. RAWSON

(Johnson). The petals toward the center are quilled similar to the "Grand Duke Alexis"; toward the outer part they are more open and flat. The color is pure white overlaid with amethyst blue. This wonderful combination gives it the appearance of delicate lavender. The flowers measure from 7 to 9 inches in diameter. 50c each; \$5.00 dozen.

PEONY FLOWERED DAHLIAS

CAECILIA

A Holland variety of gigantic size and quality. Creamy white in color. 25c each; \$2.50 dozen.

GEISHA

The most striking color combination, golden yellow, changing to bright scarlet at the center of petal and back to gold at tip. Giant flowers on long wiry stems. \$1.00 each; \$10.00 dozen.

LATONA

A very exquisite variety. Flowers very freely on long stiff stems. An unusual blending of orange, buff and yellow. 50c each; \$5.00 dozen.

MRS. BOWEN TUFTS

One of J. K. Alexander's seedlings of great merit. Large in

size, beautiful rose purple in color. A vigorous grower. Very erect and an excellent bloomer. 35c each; \$3.50 dozen.

PRESIDENT HARDING

(Alexander. A large abundant flowerings of yellow 25c each; \$2.50 dozen.

PRISCILLA

The most beautiful of all White Peony Dahlias. The flowers are snow white, and most beautifully formed, the snow white contrasting with the rich yellow center. The large flowers are produced profusely and held erect on long slender but cane stiff stems. Especially fine for all floral work, bouquets and the garden. \$1.00 each.

VIRGINIA CHAMBERS

Large maroon flower on long stiff stems. A prolific bloomer. 25c each; \$2.50 dozen.

ROSALIA STYLES

Colossal Peony. The largest and best pink of this class. Beautiful form, immense size, stiff stems, strong, vigorous, sturdy plant, a free and continuous bloomer, while last but not least, a wonderful live lustrous color — bright tyrian pink tipped lighter; reflex pink. The plant is a strong, vigorous, sturdy grower, of medium height (5 feet) branching and producing the giant flowers freely on long cane stiff stems. A superb

cut flower variety on account of its clear color, good stems and remarkable shipping and keeping qualities. The early flowers are quite full to the center on first opening, giving good depth. On the exhibition table the 8 to 9 inch flowers are held erect without support by their own stems. The plant is simply perfect for the garden. Has attracted the greatest attention wherever seen and will be universally grown. \$1.00 each; \$10.00 dozen.

**ROSE PINK CENTURY
(Peacock) Single**

Large, deep pink in color. Stems long and very strong. 25c each; \$2.50 dozen.

POMPON DAHLIAS

The Pompon Dahlias which were so popular a few years ago, are now coming back as favorites for bouquets and table decorations.

The fad for large dahlias is disappearing. Good cut-flower varieties of medium size are now in more demand than ever.

ARIEL

Orange-buff.

AMBER QUEEN

A rich clear amber, with apricot shading.

DARKNESS

Dark maroon, almost black.

GOLDEN QUEEN

Clear yellow.

GUIDING STAR

White, petals quilled.

LA PETITE BARBARA

White, with nicked petals.

SNOW CLAD

Small free blooming white.

SUNBEAM

Crimson-scarlet.

All the above, 25c each; \$2.50 dozen

You Can A-FORD To Buy From FORD

HOME GARDEN COLLECTION OF DAHLIAS

| | |
|--------------------------------|--------|
| Countess of Lonsdale | \$.35 |
| Frank A. Walker | .35 |
| Golden West | .50 |
| Jack Rose | .35 |
| J. H. Jackson | .35 |
| Maud Adams | .35 |
| Mme. Henri Cayeux | .50 |
| Queen Mary | .35 |
| Rose | .50 |
| Storm King | .25 |
| Vivian | .25 |
| Mrs. Bowen Tufts | .35 |

\$4.45

This collection of 12 varieties, prepaid for \$3.00

PHLOX

There is no class of perennials which give more satisfaction in borders or planting in groups. In color they range from pure white to the richest crimson and purple and from soft rose and salmon to bright coral red. All having a delicate fragrance. Its long season of bloom from July to September, make it most desirable as a hedge or border plant, filling in the space after other perennials have ceased to bloom. We list 10 varieties of proven merit. 25c each; \$2.50 per dozen, mixed or in separate colors.

COQUETTE

White, light pink eye.

GENL. VON HEUTZ

Large, red, light eye.

FRAULEIN VON LOSSBURG

Best pure white.

ISABEY

Large salmon pink.

MISS LINGARD

The early white.

JEANNE D'ARC

A good late flowering, pure white.

MRS. CHAS. DOOR

Very fine lavender.

MAD. MURRET

Bright crimson.

RYNSTROM

Best light pink.

RICHARD WALLACE

White, large crimson eye.

You Can A-FORD To Buy From FORD

SIX SELECT CANNAS

Price 25c each; \$2.50 dozen

RICHARD WALLACE

An old reliable favorite yellow-green, foliage, four feet.

SUPASSE REVERCHON

A beautiful cochineal red with bronze foliage, 4½ feet.

THE GEM

The large cream dotted with carmine-green foliage, 4½ feet.

THE PRESIDENT

A great canna, immense, bright red flowers in fine clus-

ters without a doubt the most sensational introduction of recent years. Green foliage, 4 feet.

WINTZERS COLOSSAL

(Orchid flowered). Flowers frequently eight inches in diameter, bright scarlet, green foliage; five feet.

WYOMING

(Orchid flowered). Large orange flower, effectively contrasting with upright, rich bronze foliage—six feet.

PEONIES

Few flowers have become more popular in recent years than the peonies. Below we list 10 of the most popular medium price standard varieties. 75c each.

DELICATISSIMA

Medium to large rather flat flowers of soft pink changing to nearly white. Early.

FELIX CROUSSE

Extra large blooms; quite fragrant. One of the most brilliant red varieties. Strong, vigorous plants.

FESTIVA MAXIMA

This is probably the best of the low priced varieties. It produces extremely large white

flowers, flecked with crimson in the center. The plant makes a tall, strong growth, and produces its blooms early in the season. Some of the most recently introduced varieties, which sell for \$50 or more, are in no way superior to this sort.

LADY BRAMWELL

Pale lilac-rose, the center petals creamy white at the tips, and sometimes flecked with crimson. Grows vigorously and blooms freely. Early mid-season.

You Can A-FORD To Buy From FORD

LOUIS VAN HOUTTE

Brilliant velvety cerise-red.

MADAME DE VERNEVILLE

Large full bloom; guard petals pure white, center blush fading to white, prominent carmine flecks. Extra early.

MODESTE GUERIN

Large globular blossoms of a bright solferino pink, very vigorous and extra good as a cut flower. Midseason.

MONS. JULES ELIE

An extra fine early sort of medium fragrance. The blooms

are pale lilac-rose, shading to rich amber at the base. The plants made a strong growth, and are generally of medium size. One of the most popular varieties.

RICHARDSON'S PERFECTION

Large flowers; light flesh; white center.

RUBRA SUPERBA

Deep crimson blossoms, large and compact. The best very late crimson variety.

HARDY HERBACEOUS PERENNIALS

ARTEMISIA LACTIFLORA

(Hawthorn-Scented Mugwort)

This splendid perennial is comparatively little known, though not a recent introduction. It is of the strong free growth, the stems being straight and from 3½ to 4½ feet high, terminating in panicles of the creamy-white, Hawthorne-scented flowers. Blooming season, September and October. 25c each; \$2.50 dozen.

**BUDDLEIA or Butterfly Bush
VARIABILIS MAGNIFICA**

One of the most popular of hardy plants. Has long flower spikes, composed of many small florets, similar to the common lilac. Very fragrant. Color a beautiful lilac, shading to lavender. Plants are a mass of bloom from June till frost. Very hardy, and most satisfactory to grow, as plants increase in year in size and vigor. 30c each; \$3.00 dozen.

COREOPSIS

Grandiflora. An improved variety with large, bright yellow flowers; one of the best hardy plants. Fine for cut flowers. 25c each; \$2.50 dozen.

DELPHINIUM

Belladonna. They are our best blue cut flower, are perfectly hardy and established plants produce a number of spikes giving three crops during the season. 25c each; \$2.50 dozen.

DIANTHUS HEDDEWICH

Japan Pink. Flowers are very large and of the most brilliant colors, varying from pure white to the richest crimson, while many are beautifully laced or striped. For bedding purposes they are of immense value during the entire summer, and they also furnish elegant flowers for bouquets. Mixed colors. 15c each; \$1.50 dozen.

You Can A-FORD To Buy From FORD

DIGITALIS

Foxglove. These old garden favorites are stately and elegant in summer when they produce bold masses of leaves and flower-spikes. White or Rose. 25c *each*; \$2.50 *dozen*.

GOLDEN GLOW

An old garden favorite, attaining a height of four to five feet. Produces masses of double, golden yellow flowers. 15c *each*; \$1.50 *dozen*.

HARDY CHRYSANTHEMUMS

POMPONS—These are varieties that produce a profusion of blossoms, about an inch in diameter, and of very regular, almost globular form.

BABY

A clear bright yellow. Large clumps 25c *each*; \$2.50 *dozen*. Small plants 15c *each*; \$1.50 *dozen*.

BETH

Reddish wine-colored. Large clumps 25c *each*; \$2.50 *dozen*. Small plants 15c *each*; \$1.50 *dozen*.

SHASTA DAISY

Small plants 15c *each*; \$1.50 *dozen*.

HIBISCUS

Giant Mallow Marvels. A robust type with deeply cut foliage and large flowers in shades of crimson, pink and white. 35c *each*; \$3.50 *dozen*. Small plants 15c *each*; \$1.50 *dozen*.

HOLLYHOCKS

Double. Crimson, yellow, white, pink, scarlet, maroon and rose. Extra large, finely curled and fringed flowers in mixed colors. 25c *each*; \$2.50 *dozen*.

IBERIS (Hardy Candytuft)

Sempervirens. Deep green evergreen foliage, completely hidden in April and May with heads of white flowers. 10 inches. 15c *each*; \$1.50 *dozen*.

NUDICAULE

Iceland Poppy. A beautiful class of hardy poppies, bearing cup-shaped flowers, ranging in color from pure white, yellow and orange-scarlet. Borne on long stems. 1 foot. May-August. 25c *each*; \$2.50 *dozen*. Small plants 25c *each*; \$1.50 *dozen*.

PAPAVER ORIENTALE

(Oriental Poppy)

GOLIATH

Enormous scarlet flowers on strong erect stems. Nothing you can grow in the garden will furnish so gorgeous and brilliant a spot of vivid color. 25c *each*; \$2.50 *dozen*. Small plants 15c *each*; \$1.50 *dozen*.

PINKS (Hardy Garden)

Without the spicy fragrance of the hardy Pinks a garden is incomplete. Their perfect form and rich coloring make them great favorites for summer bouquets. June. Strong field plants. Large clumps. 25c *each*; \$2.50 *dozen*. Small plants 15c *each*; \$1.50 *dozen*.

PLATYCODON**(Balloon Flower)**

Blooms constantly in July until late in September; flowers large, bell-shaped. Of extremely rapid growth, doing well in any soil. Perfectly hardy, making a dense branching bush 2 to 3 feet. 25c each; \$2.50 dozen.

PYRETHRUM HYBRIDUM**(Single Flowering)**

This old-fashioned perennial is easily grown in any good garden soil, requiring only good drainage and full exposure to the sun. An annual top dressing of well-rotted manure is

very beneficial. Blooming season June, but if the first stems are removed as soon as the flowers have faded, will continue to flower thru the summer and autumn months. Colors include shades from red thru rose to pure white. We offer these in mixed colors only. 25c each; \$2.50 dozen.

DIANTHUS BARBATUS**(Sweet William)**

These are excellent for border plants and should be in every garden. Scarlet Beauty. Newport Pink, White Beauty and mixed; large clumps. 25c each; \$2.50 dozen. Plants 15c each; \$1.50 dozen.

PANSIES

Our pansies are far superior to the common large flowered or bedding strains. The flowers are much larger, and of heavier texture. What is more beautiful than a pansy bed in early spring or late fall, when there are no other flowers in bloom? We specialize in pansies, and our plants are in a class by themselves.

60c per dozen; \$4.50 per hundred

25 may be had at 100 rate

PANSY SEEDS

Ford's Giants, 25c packet; 1,000 seeds, 50c; 1/8 oz. \$1.00

RHUBARB PLANTS

Myatt's Early — Productive, large and tender. Requires less sugar than other sorts.

Large clumps, 25c each; \$2.50 per dozen.

Strong divisions, 15c each; \$1.50 per dozen

You Can A-FORD To Buy From FORD

FLOWER AND VEGETABLE PLANTS

Our plants are hot bed and cold frame grown. This method produces a much hardier and healthier plant. Ready from May 10th to June 10th in 2½ inch pots.

50c dozen unless otherwise stated

ASTER PLANTS

Queen of the markets and Late Branching in all colors, separate or mixed.

ASTER PLANTS

Heart of France. The best pure red.

ASTER PLANTS

Vick's King, lavender pink.

CALENDULA PLANTS

Lemon Queen, Orange King.

CARNATION PLANTS

Marguerites, mixed colors.

CELOSEA PLANTS

(Cock's Comb) Mixed colors.

CABBAGE PLANTS

Early Jersey, Wakefield and Henderson's Succession.

MARIGOLD PLANTS

Tall African. Lemon and Orange Ball.

PHLOX PLANTS

Drummondi, mixed colors.

TOMATO PLANTS

Earliana, Stone, Matchless, John Baer, Bonny Best, Golden Queen, Yellow Pear and Burbank's New Early.

CAULIFLOWER PLANTS

Early Snowball.

VERBENA

White, Scarlet, Pink, Purple and mixed colors.

ZINNA

(Dahlia Flowered) white, scarlet, canary yellow, pink, salmon and mixed.

SALVIA PLANTS

In 3-inch pots. 75c dozen.

PEPPER PLANTS


Early Neapolitan and Chinese Giant.

FIELD GROWN SEEDLINGS

Our field grown plants are not transplanted but are almost as good for late crops and flowers. We can furnish all the above varieties excepting tomato, pepper and salvia plants. Ready about June 15th.

20c per dozen; \$1.50 per 100

You Can A-FORD To Buy From FORD

| | |
|---|--|
|  | Massachusetts Horticultural Society |
| | No. 255 |
| <hr/> | |
| To Ford Gardens, East Bridgewater | |
| For Blackberries, The Ford | |
| Boston, August 16, 1924 \$ | |

BLACKBERRY PLANTS

THE FORD (See cut on opp. page)

We are offering for the first time this new variety, created by us in 1921. It is a seedling from the Blower blackberry, and is much more hardy. The fruiting season is much longer; in fact, it is really an everbearing variety. This year berries were picked from July 25th until frost. The fruit is much larger and better formed than the Blower. Berries are a deep, glossy black, with solid, rich meat, making it excellent for shipping and keeping. For canning it is unsurpassed. This berry took first prize at the Massachusetts Horticultural Society Exhibition, in competition with other varieties grown throughout New England. (See cut above). Stock limited.

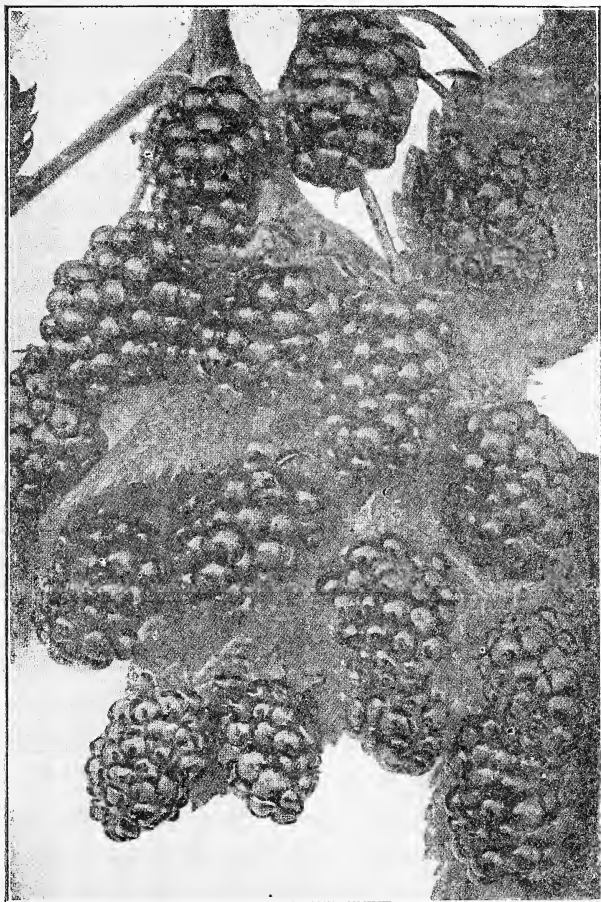
Roots, 25c each; \$2.50 per dozen

BLOWER

A mid-summer variety fruit, very large and of superb quality enormously productive and very hardy, long fruiting season.

15c each; \$1.00 dozen; \$5.00 per 100. 25 at \$1.00 rate

You Can A-FORD To Buy From FORD



THE FORD BLACKBERRY

You Can A-FORD To Buy From FORD

NURSERY DEPARTMENT

CALIFORNIA PRIVIT

3 Year. Cut back. 2-3 ft. 6
branches and up. 15c *each*;
\$12.00 *per 100*.

BARBERRY THUNBERGII

12-15 Inches. 2-year old. 10c
each; \$8.00 *per 100*.

Hydrangea's

ARBORESCENS

GRANDIFLORA

2-3 Ft. Hills of Snow. 75c
each; \$7.50 *dozen*.

PANICULATA

GRANDIFLORA

2-3 Ft. Large White. \$1.00
each; \$10.00 *dozen*.

Spirea

VAN HOUTTE. 2-3 Ft. Pure white flowers. 50c *each*; \$5.00 *dozen*.

Climbing Roses

2 Year No. 1

CLIMBING AMERICAN

BEAUTY

Rosy crimson. 75c *each*; \$7.50
dozen.

WHITE DOHERTY

A pure white sport from
Doherty Perkins. 75c *each*;
\$7.50 *dozen*.

CRIMSON RAMBLER

50c *each*; \$5.00 *dozen*.

DOHERTY PERKINS

Shell pink. 50c *each*; \$5.00
dozen.

FLOWER FAIRFIELD

Brilliant crimson. 75c *each*;
\$7.50 *dozen*.

Hybrid Tea Roses

2 Year No. 1

CROSS AN TEPLITZ

Vivid crimson. \$1.00 *each*;
\$10.00 *dozen*.

MAMAN COCHET

Pure white. \$1.00 *each*; \$10.00
dozen.

Hybrid Perpetual Roses

2 Year No. 1

MAGNA CHARTA

Bright rosy pink. \$1.00 *each*;
\$10.00 *dozen*.

FRAU KARL

Magnificent snowy white. \$1.00
each; \$10.00 *dozen*.

You Can A-FORD To Buy From FORD

Grapes

2 Year. 50c each; \$5.00 dozen.

MOORE'S EARLY

Purple. The earliest really good Grape. Quality unexcelled. Strong grower, very productive.

CONCORD

Purple. No variety has been planted heavier than Concord. Known to everyone the country over. Valuable as a table Grape and very widely planted for its juice.

WORDEN

Purple. Ripens just ahead of Concord. Is much larger, being almost mammoth in size. Especially valuable as a table Grape.

NIAGARA

White. The Grapes are produced in very large, full bunches. Its quality is fine. Valuable as a table Grape.

BRIGHTON

Red. The flavor of this very best of red Grapes is unlike any other.

These 5 Grapes sent postpaid for \$2.00

RASPBERRIES

Coming immediately after strawberries, when there is a dearth of other fresh fruit, raspberries are much sought after for planting in the garden and also in the field for market. They are easily cultivated and beds seldom require renewing. Their season of ripening is long and fruit always in demand. Plant in good soil and manure freely from time to time. Plant four feet apart each way. Cut out the old shoots each spring.

Roots, each 10c; 10, 60c; 25, \$1.00; 100, \$3.50

CUTHBERT (Red)

The best red raspberry. Heavy yielder of large solid fruit. Plant is a very vigorous grower. Fine for market and table use.

PLUM FARMER (Black)

The largest of all black raspberries. Quality of fruit unsurpassed. Good for both home and market.

You Can A-FORD To Buy From FORD

SEEDS

**We Furnish Seed of All Annual and Hardy Plants Listed
in This Catalog; Large Packets 10c**

HOW TO ORDER

When ordering plants and bulbs from this catalog you may use the dozen rate when buying 6 of any one variety, and the hundred rate for 25 or more of one variety.

Please sign your name and address in full on every letter or order. Remit at our risk, money-order, draft or check. Use registered letter if you send cash or stamps.

CANADIAN SHIPMENTS

Charges on all Canadian shipments must be paid by patrons, who must secure, **before ordering**, a permit from the Department of Agriculture, at Ottawa.

HOW WE SHIP

We deliver free, anywhere in the United States, by Parcel Post or Express, all plants and bulbs listed in this catalog. All shipments are carefully packed, and delivered to forwarders in good condition. Should they not reach you in good order, kindly notify us at once.

SIDNEY E. FORD,
Manager.

Ford Gardens,
415 Central Street,
East Bridgewater, Mass.
Telephone 21-4.

You Can A-FORD To Buy From FORD

FORD GARDEN'S RAPID GROWTH

(Clipping from Boston Advertiser.)

The story of the growth of Ford Gardens is one of the most interesting in New England industry. The beginning took place only little more than three years ago, when, on August 1, 1921, Mr. Ford planted \$3.75 worth of pansy seeds. In the Spring of 1922 a few gladiolus, dahlias and hardy plants were planted. The year 1924 saw four acres of dahlias, four acres of gladiolus, and two acres of hardy plants, besides blackberries and raspberries.

Creates New Gladiolus

In the last two years Mr. Ford has created and named over 100 new varieties of gladiolus. The Alyce Fortune, named in honor of Miss Alyce Fortune, of the Belmont Flower Shop, has created more than a mild sensation in the gladiolus world, every blossom on the spike coming out at one time. Clarissa Fuller, a beautiful soft shade of rose-pink, was named with permission of Miss Fuller of the West Elm Flower Shop. This new creation is well adapted for set pieces and funeral work, fourteen blossoms coming out on the spike at the same time. Miss Agnes Linehan, a beautiful shade of cerise pink, is a wonder, and was named especially for Miss Linehan, who also is of the West Elm Flower Shop. Ruth Amos, named by Miss Ruth Amos, former popular leading lady of the Brockton Players, is a beautiful shade of American Beauty.

Of Indescribable Colors

Wilbur Ford, named in memory of Mr. Ford's son, is considered by gladiolus critics to be one of the best seedlings ever produced. This variety has no throat markings, and the color is indescribable, having over twenty shades, and colors blending together.

Margaret Donovan, one of the new smoky shades which are now the craze with gladiolus fans, is considered one of the finest of its kind. This variety was named in honor of Miss Donovan of the Belmont Flower Shop.

You Can A-FORD To Buy From FORD

Grand Master Belcher is another combination of a variety of color blended together, the petals being both splashed and mottled. Named expressly for Joseph Belcher of Avon, Mass.

Miss Helen Kirby, a new shade of light lavender almost self-color, was named for Miss Helen Kirby of Whitman.

Over 40,000 Bulbs

By request of the Oklahoma Garden-Flower Club of Oklahoma City, Mr. Ford has had the honor of naming one of his new productions Oklahoma City. The color of the gladiolus is a bright flame, with a pure sulphur-yellow throat.

Over 40,000 bulbs were raised from seed last year at the Gardens. These will all bloom this year and will present a delightful sight, 40,000 blossoms, and no two alike.

Visitors are always welcome at the Gardens and have the privilege of naming any variety which they choose.

A New Blackberry

The Ford Blackberry created at the Gardens took first prize at the Massachusetts Horticultural Society exhibition, in a competition with growers throughout New England.

This new berry is a seedling from the Blower Blackberry and has a much longer fruiting season, the first berries last year having fruited on July 25 and the last during the week of the Brockton Fair.

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